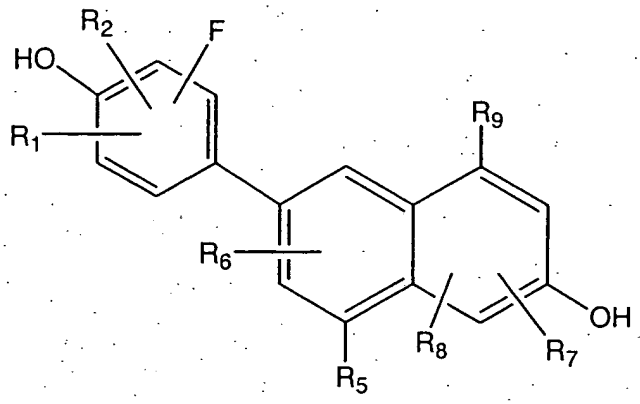
CLAIMS

What is claimed is:

1. A compound of formula I, having the structure



I

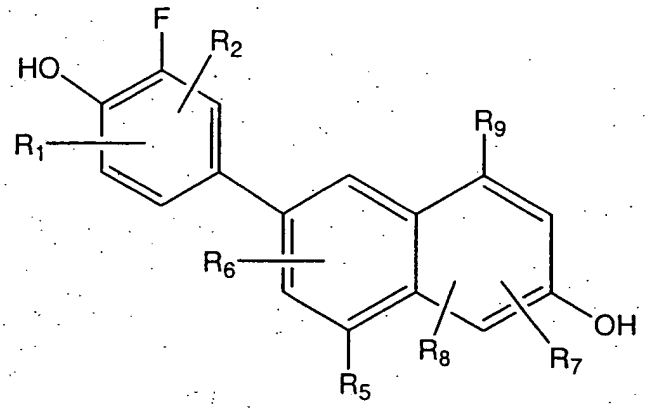
wherein

R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

2. The compound of claim 1, having the structure



or a pharmaceutically acceptable salt thereof.

3. The compound of claim 2, wherein the 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S is furan, thiophene, or pyridine or a pharmaceutically acceptable salt thereof.

4. The compound of claim 3, wherein R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, halogen, -CN, or alkynyl of 2-7 carbon atoms or a pharmaceutically acceptable salt thereof.

5. The compound of claim 4, wherein R_6, R_7, and R_8 are hydrogen, or a pharmaceutically acceptable salt thereof.

6. A compound of claim 1, which is 8-fluoro-6-(3-fluoro-4-hydroxyphenyl)-2-naphthol or a pharmaceutically acceptable salt thereof.

7. A compound of claim 1, which is 1-chloro-8-fluoro-6-(3-fluoro-4-hydroxyphenyl)-2-naphthol or a pharmaceutically acceptable salt thereof.

8. A compound of claim 1, which is 3-(3-fluoro-4-hydroxyphenyl)-7-hydroxy-1-naphthonitrile or a pharmaceutically acceptable salt thereof.

9. A compound of claim 1, which is 3-(3,5-difluoro-4-hydroxyphenyl)-7-hydroxy-1-naphthonitrile or a pharmaceutically acceptable salt thereof.

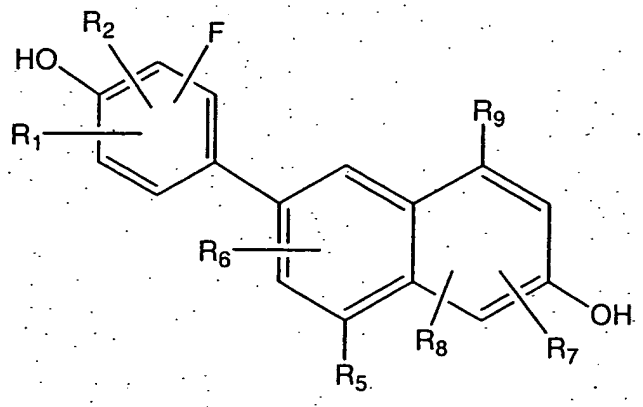
10. A compound which is

a) 7-(4-hydroxyphenyl)-2-naphthol;
b) 7-(3-hydroxyphenyl)-2-naphthol;
c) 6-(4-hydroxyphenyl)-1-naphthol;
d) 6-phenyl-2-naphthol;
e) 6-(3-hydroxyphenyl)-2-naphthol;
f) 6-(3-chlorophenyl)-2-naphthol;
g) 2-fluoro-4-(2-naphthyl)phenol ;
h) 6-(3-fluoro-4-hydroxyphenyl)-2-naphthol;
i) 6-(3-chloro-4-hydroxyphenol)-2-naphthol;
j) 1-chloro-6-phenyl-2-naphthol;
k) 1-bromo-6-(4-hydroxyphenyl)-2-naphthol;
l) 1-chloro-6-(4-hydroxyphenyl)-2-naphthol;
m) 1-fluoro-6-(4-hydroxyphenyl)-2-naphthol;
n) 2-hydroxy-6-(4-hydroxyphenyl)-1-naphthonitrile;
o) 6-(4-hydroxyphenyl)-1-phenyl-2-naphthol;
p) 6-(4-hydroxyphenyl)-1-methyl-2-naphthol;
q) 1-chloro-6-(3-fluoro-4-hydroxyphenyl)-2-naphthol;
r) 1-chloro-6-(3-chloro-4-hydroxyphenyl)-2-naphthol;
s) 6-(4-hydroxyphenyl)-1-nitro-2-naphthol;
t) 1-chloro-6-(4-hydroxy-2-methylphenyl)-2-naphthol;
u) 6-(4-hydroxy-2-methylphenyl)-2-naphthol;
v) 6-(4-hydroxy-2-methoxyphenyl)-2-naphthol;
w) 6-(2-chloro-4-hydroxyphenyl)-2-naphthol;
x) 1-chloro-6-(2-chloro-4-hydroxyphenyl)-2-naphthol;
y) 6-(2-fluoro-4-hydroxyphenyl)-2-naphthol;
z) 6-(2,5-difluoro-4-hydroxyphenyl)-2-naphthol;
aa) 6-(2,6-difluoro-4-hydroxyphenyl)-2-naphthol;

bb) 1-chloro-6-(2-fluoro-4-hydroxyphenyl)-2-naphthol;
cc) 1-chloro-6-(2,5-difluoro-4-hydroxyphenyl)-2-naphthol;
dd) 1-chloro-6-(2,6-difluoro-4-hydroxyphenyl)-2-naphthol;
ee) 8-fluoro-6-(4-hydroxyphenyl)-2-naphthol;
ff) 1-chloro-8-fluoro-6-(4-hydroxyphenyl)-2-naphthol;
gg) 8-chloro-6-(4-hydroxyphenyl)-2-naphthol;
hh) 1,5-dichloro-8-fluoro-6-(4-hydroxyphenyl)-2-naphthol;
ii) 2-chloro-4-(2-naphthyl)phenol;
jj) 3-bromo-8-chloro-6-(4-hydroxyphenyl)-2-naphthol;
kk) 1,8-dichloro-6-(4-hydroxyphenyl)-2-naphthol;
ll) 3-bromo-1,8-dichloro-6-(4-hydroxyphenyl)-2-naphthol;
mm) 7-hydroxy-3-(4-hydroxyphenyl)-1-naphthonitrile;
nn) 8-chloro-3-(4-hydroxyphenyl)-7-hydroxy-1-naphthonitrile;
oo) 8-chloro-3-(3-fluoro-4-hydroxyphenyl)-7-hydroxy-1-naphthonitrile;
pp) 6-(3,5-difluoro-4-hydroxyphenyl)-2-naphthol;
qq) 1-chloro-6-(3,5-difluoro-4-hydroxyphenyl)-2-naphthol;
rr) 8-bromo-7-hydroxy-3-(4-hydroxyphenyl)-1-naphthonitrile

or a pharmaceutically acceptable salt thereof.

11. A method of treating or inhibiting prostatitis or interstitial cystitis in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

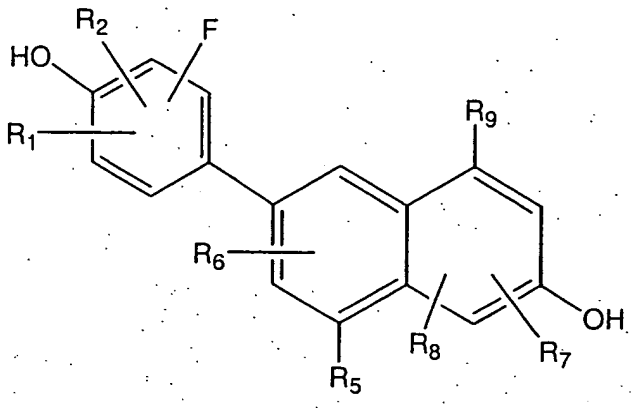
wherein

R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

12. A method of treating or inhibiting inflammatory bowel disease, Crohn's disease, ulcerative proctitis, or colitis in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

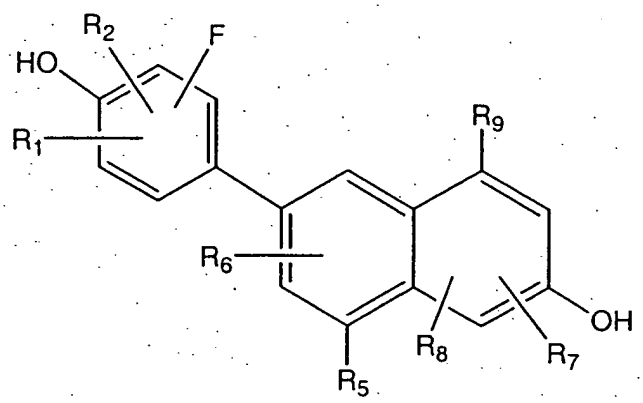
wherein

R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

13. A method of treating or inhibiting prostatic hypertrophy, uterine leiomyomas, breast cancer, endometrial cancer, polycystic ovary syndrome, endometrial polyps, benign breast disease, adenomyosis, ovarian cancer, melanoma, prostrate cancer, colon cancer, glioma or astioblastomia in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

wherein

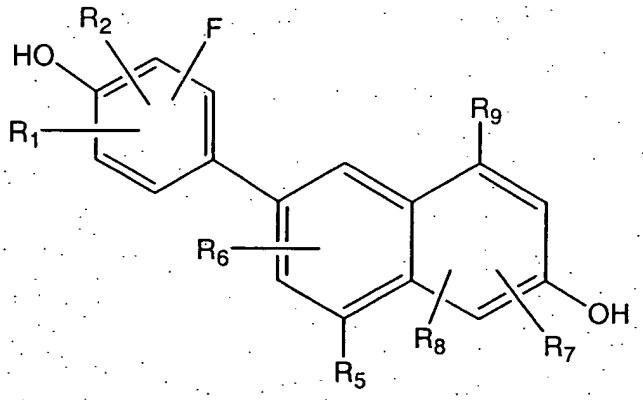
R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms,

alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

14. A method of lowering cholesterol, triglycerides, Lp(a), or LDL levels; inhibiting or treating hypercholesteremia; hyperlipidemia; cardiovascular disease; atherosclerosis; hypertension; peripheral vascular disease; restenosis, or vasospasm; or inhibiting vascular wall damage from cellular events leading toward immune mediated vascular damage in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

wherein

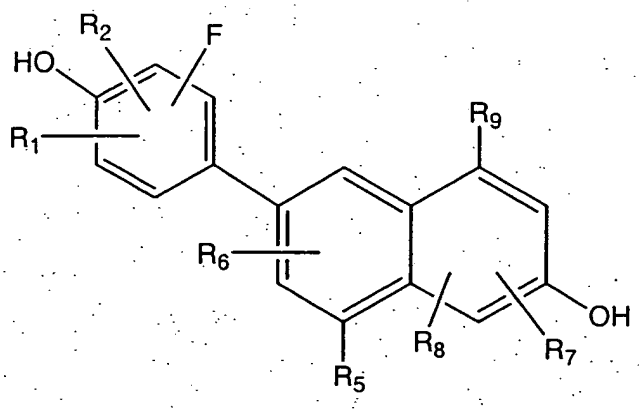
R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8,

or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

15. A method of providing cognition enhancement or neuroprotection; or treating or inhibiting senile dementias, Alzheimer's disease, cognitive decline, stroke, anxiety, or neurodegenerative disorders in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

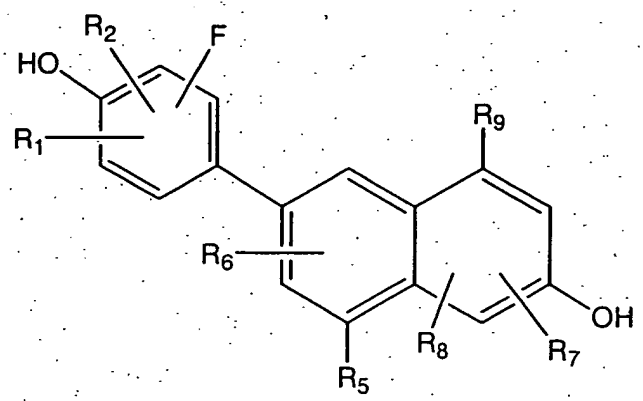
wherein

R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

16. A method of treating or inhibiting free radical induced disease states in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

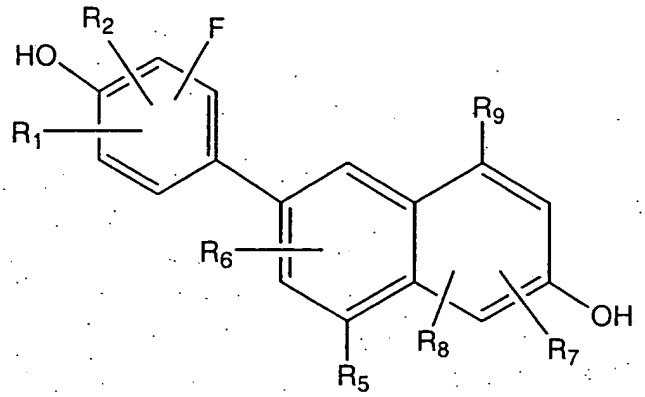
wherein

R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

17. A method of treating or inhibiting vaginal or vulvar atrophy; atrophic vaginitis; vaginal dryness; pruritus; dyspareunia; dysuria; frequent urination; urinary incontinence; urinary tract infections in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

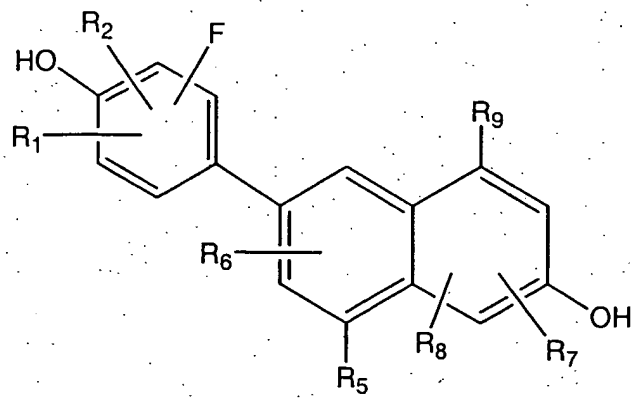
wherein

R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

18. A method of treating or inhibiting vasomotor symptoms in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

wherein

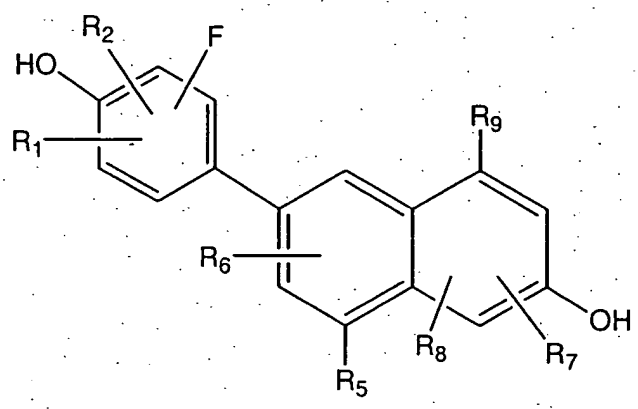
R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms,

alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

19. A method of inhibiting conception in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

wherein

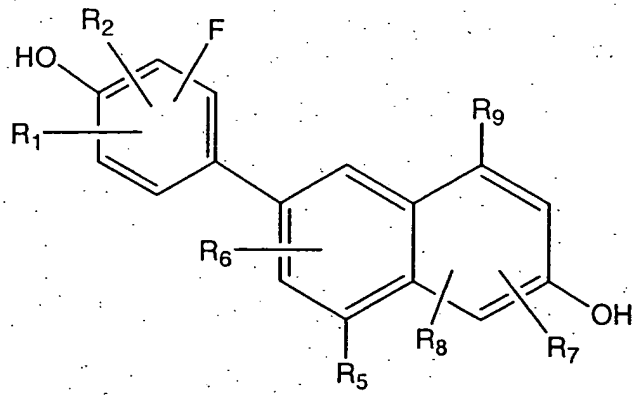
R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon

atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, -NO_2, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

20. A method of treating or inhibiting arthritis in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

wherein

R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

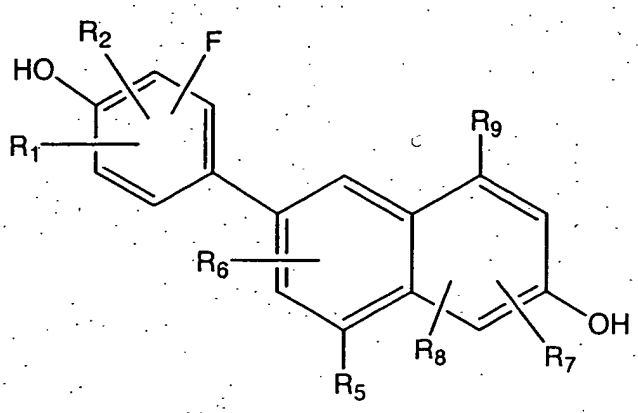
R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms

selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

21. The method according to claim 20, wherein the arthritis is rheumatoid arthritis, osteoarthritis, or spondyloarthropathies.

22. A method of treating or inhibiting joint swelling or erosion; or treating or inhibiting joint damage secondary to arthroscopic or surgical procedures in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

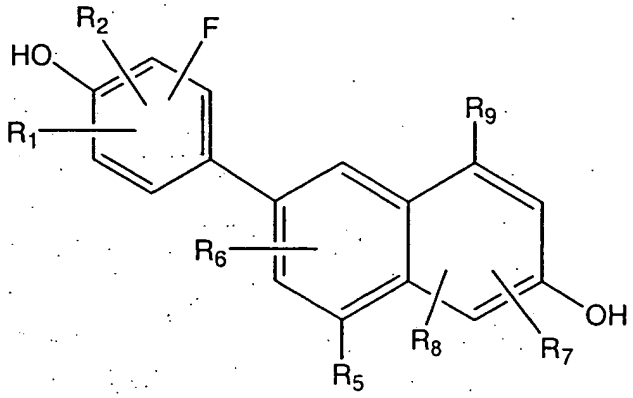
wherein

R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

23. A method of treating or inhibiting psoriasis or dermatitis in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

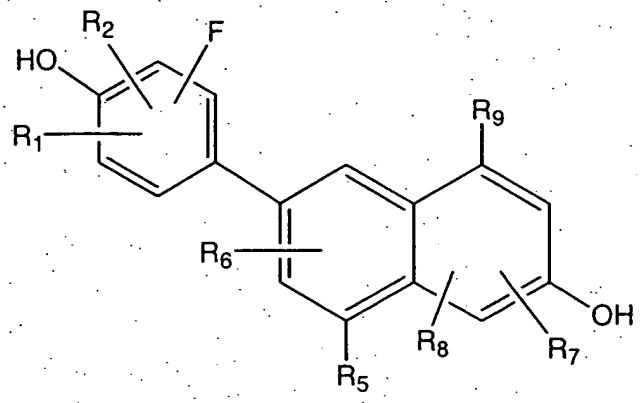
wherein

R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

24. A method of treating or inhibiting ischemia, reperfusion injury, asthma, pleurisy, multiple sclerosis, systemic lupus erythematosis, uveitis, sepsis, hemmorhagic shock, macular degeneration or type II diabetes in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

wherein

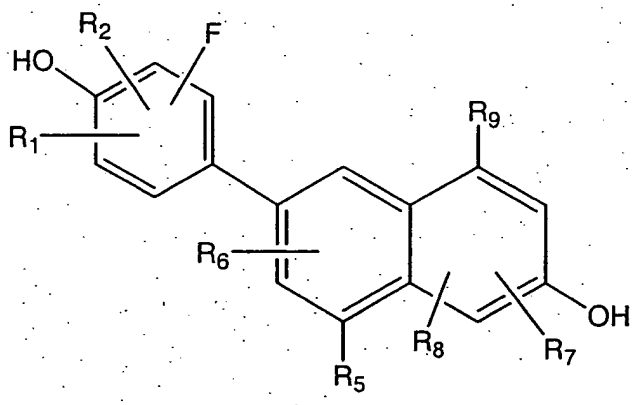
R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino

of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

25. A method of treating or inhibiting endometriosis in a mammal in need thereof, which comprises providing to said mammal an effective amount of a compound of formula I, having the structure



I

wherein

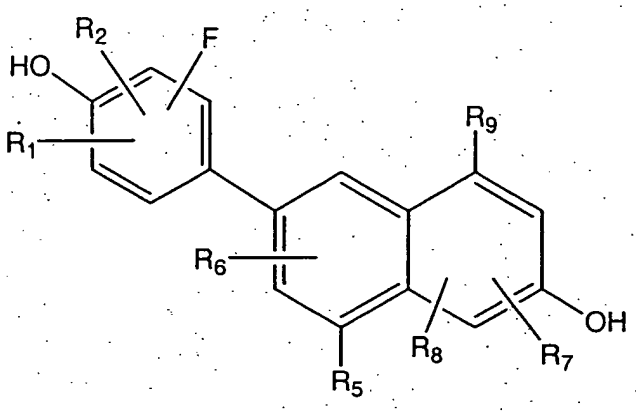
R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl,

trifluoroalkoxy, -NO_2, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, -NO_2, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof.

26. A pharmaceutical composition which comprises a compound of formula I, having the structure



I

wherein

R_1 and R_2 are each, independently, selected from hydrogen, hydroxyl, alkyl of 1-6 carbon atoms, alkenyl, of 2-7 carbon atoms, and alkynyl of 2-7 carbon atoms, alkoxy of 1-6 carbon atoms, or halogen;

R_5, R_6, R_7, R_8, and R_9 are each, independently, hydrogen, alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, alkynyl of 2-7 carbon atoms, halogen, alkoxy of 1-6 carbon atoms, -CN, -CHO, trifluoromethyl, phenylalkyl of 7-12 carbon atoms, phenyl, or a 5 or 6-membered heterocyclic ring having 1 to 4 heteroatoms

selected from O, N or S; wherein the alkyl or alkenyl moieties of R_5, R_6, R_7, R_8, or R_9 may be optionally substituted with hydroxyl, -CN, halogen, trifluroalkyl, trifluoroalkoxy, $-NO_2$, or phenyl; wherein the phenyl moiety of R_5, R_6, R_7, R_8, R_9, or R_{10} may be optionally mono-, di-, or tri-subsitituted with alkyl of 1-6 carbon atoms, alkenyl of 2-7 carbon atoms, halogen, hydroxyl, alkoxy of 1-6 carbon atoms, halogen, -CN, $-NO_2$, amino, alkylamino of 1-6 carbon atoms, dialkylamino of 1-6 carbon atoms per alkyl group, thio, alkylthio of 1-6 carbon atoms, alkylsulfinyl of 1-6 carbon atoms, alkylsulfonyl of 1-6 carbon atoms, alkoxycarbonyl of 2-7 carbon atoms, alkylcarbonyl of 2-7 carbon atoms, or benzoyl;

with the proviso that at least one of R_5 or R_9 is not hydrogen, or a pharmaceutically acceptable salt thereof, and a pharmaceutical carrier.